

**INDIANA ARTS COMMISSION
ADVOCACY & AWARENESS COMMITTEE**

September 2, 2010, 10:00 a. m.
IAC Office, 100 N. Senate Avenue, Room N505
Indianapolis, Indiana 46204

Jon Ford, Chair

Minutes

Members present: Jon Ford, Pam Hicks, Jeff Kirk, Linda Levell, John DePrez, Tetia Lee

Members via teleconference: Gil Cárdenas, Donna Catalano, Jeanne Mirro (ex officio)

Members absent: Kelly Schreckengast

IAC staff present: Rex Van Zant, Laura Frank, Dennis Hardin

IAC staff via teleconference: Lewis Ricci

1. **Welcome and Introductions.** Mr. Ford convened the meeting at 10:05 a.m. and asked everyone to introduce themselves.

2. **Consent Agenda.** Mr. DePrez moved to adopt the consent agenda. Ms. Hicks seconded the motion. The motion passed.

3. **IAC Advocacy Update.**

A. IAC Executive Director Lewis Ricci reported that he and Deputy Director Michelle Anderson recently attended a meeting with the State Budget Agency concerning the proposed FY 2012 IAC budget. IAC has been directed to submit a budget based on a 35% reduction in funding from the previous legislative appropriation. IAC will submit a "change package" to restore approximately \$200,000 in funding, but the outlook for approval is not hopeful.

B. Mr. Ricci reported that the amount of federal funding from the National Endowment for the Arts for FY 2012 is not yet known, and much depends on the outcome of the November 2011 Congressional elections.

C. Mr. Ricci recounted the letter from IAC that was submitted at the request of State Senator Vi Simpson, detailing reductions to the IAC budget over the past two years and the steps taken by IAC to continue delivering services with substantially less funding from the State. Mr. Ricci reported that State Representative Sheila Klinker, who has been the legislative leader in funding for the arts, is considering the introduction of a bill to designate a certain state tax to fund the arts. Although the political and economic climate may not be fertile at the present time, she has asked IAC staff to provide

information from other states which have successfully instituted such a tax. Mr. Ricci also reported that IAC Commissioner Karen Ellerbrook will try to arrange a meeting with members of the Governor's staff and key legislators to introduce the idea of a state tax to fund the arts. Mr. DePrez commented that economic development through the arts could be a strong point in discussions with State officials. Ms. Lee added that attempts at enacting a local city tax for the arts in Lafayette have not yet been successful, but that a stronger case needs to be made, showing careful planning and citing specific details of how monies will be distributed. Mr. DePrez suggested that, in addition to talks with the Governor's office, discussions should also be initiated with the office of the Lieutenant Governor. Mr. Ford added that State Senator Luke Kenley, chair of the Senate Finance Committee, should also be approached on this subject.

4. State Arts Advocates Update. Tetia Lee, president of the Indiana Coalition for the Arts (INCA), reported that a date has not been determined for the 2011 Arts Day at the Statehouse, but that it will occur after the 2011 legislative session begins in January. She requested that IAC do its part to accommodate the event by not scheduling other meetings on the same date. INCA and the Indiana Coalition for the Arts Foundation (INCAF) are preparing a position statement (attached) emphasizing the importance of arts funding. The statement will be brought to bear in the fall elections and during the upcoming legislative session.

5. Governor's Arts Awards. Mr. Ricci reported that Requests for Proposals have been distributed state-wide to determine which communities aspire to host the 2011 Governor's Arts Awards. The deadline for submission of letters of intent is September 17 and the deadline for submission of proposals is November 1. IAC Marketing & Communications Director Rex Van Zant presented a handout (attached) explaining other aspects of planning for the 2011 event, such as potential committee members, guidelines for application, and selection of an artist to produce the award. The Advocacy & Awareness Committee will review proposals and select the host community during its next meeting on November 18.

6. New Business. IAC Communications Manager Laura Frank reported on progress in creating a grants history archive website which will contain researchable information about all IAC grants and grantees beginning with FY 2005. The website is being developed in cooperation with the State's official website, IN.gov. She also presented a handout (attached) showing an outline of the contents of the IAC Bi-Annual Report which is being prepared for publication. Mr. DePrez suggested including names of State legislators and their Regions in the report. Mr. Van Zant reported on IAC's involvement with a student Immersion Project at Ball State University, in which 15 participants from the Telecommunications Department are producing a program to highlight some of Indiana's artistic "Hidden Treasures".

7. Old Business. Mr. Van Zant presented a handout (attached) reporting on the newest version of the Arts Trust license plate, which is scheduled to be available for purchase later this fall, but which has been delayed for a few weeks due to design refinements. Citizens who already have the Arts Trust license plate will receive a

renewal sticker for the upcoming year, and new purchasers will receive the re-designed plate; for 2012, everyone will have the new version of the plate. Much of the design will be very similar to the current plate, but some elements of the design, such as the background color, will conform to a template being used for other special interest plates. Ms. Frank presented a handout (attached) reporting on IAC's E-communications efforts such as the website, newsletters, and press releases. Mr. Ricci reported on the IAC Strategic Planning effort under way. Public meetings have been scheduled for September and October at Butler University in Indianapolis, Ball State University in Muncie, Valparaiso University in Valparaiso, Hanover College in Hanover and Indiana State University in Terre Haute. The IAC Committee on the Future will begin drafting the new Strategic Plan later this year, for presentation to the full Commission in the spring of 2011.

8. **Adjourn.** Ms. Levell moved to adjourn the meeting. Ms. Hicks seconded the motion. The motion passed. The meeting adjourned at 11:15 a.m.